



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Colbert, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	17.2%	Population		55,070	55,094
Rooted Rural	14.1%	Households		23,064	23,307
Midland Crowd	13.3%	Families		16,172	16,059
Heartland Communities	11.0%	Median Age		40.7	42.1
Rustbelt Retirees	9.6%	Median Household Income		\$37,048	\$40,804

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,627.32	\$37,532,463
Men's	61	\$304.95	\$7,033,431
Women's	58	\$552.82	\$12,750,261
Children's	66	\$289.51	\$6,677,222
Footwear	53	\$268.04	\$6,182,006
Watches & Jewelry	59	\$116.22	\$2,680,582
Apparel Products and Services ¹	65	\$95.78	\$2,208,961
Computer			
Computers and Hardware for Home Use	63	\$138.15	\$3,186,355
Software and Accessories for Home Use	59	\$17.73	\$408,818
Entertainment & Recreation	69	\$2,353.18	\$54,273,838
Fees and Admissions	58	\$353.54	\$8,153,982
Membership Fees for Clubs ²	60	\$95.43	\$2,200,916
Fees for Participant Sports, excl. Trips	60	\$68.22	\$1,573,420
Admission to Movie/Theatre/Opera/Ballet	55	\$82.94	\$1,912,998
Admission to Sporting Events, excl. Trips	60	\$34.50	\$795,755
Fees for Recreational Lessons	56	\$72.45	\$1,670,893
TV/Video/Sound Equipment	69	\$805.74	\$18,583,678
Community Antenna or Cable Television	73	\$490.04	\$11,302,274
Color Televisions	62	\$85.75	\$1,977,743
VCRs, Video Cameras, and DVD Players	68	\$26.47	\$610,504
Video Cassettes and DVDs	68	\$41.36	\$954,032
Video Game Hardware and Software	67	\$22.07	\$509,062
Satellite Dishes	68	\$1.05	\$24,211
Rental of Video Cassettes and DVDs	66	\$39.27	\$905,837
Sound Equipment ³	61	\$95.89	\$2,211,668
Rental and Repair of TV/Sound Equipment	66	\$3.83	\$88,347
Pets	76	\$334.60	\$7,717,223
Toys and Games	70	\$127.68	\$2,944,848
Recreational Vehicles and Fees ⁴	78	\$353.31	\$8,148,736
Sports/Recreation/Exercise Equipment ⁵	63	\$146.07	\$3,368,959
Photo Equipment and Supplies ⁶	67	\$91.69	\$2,114,770
Reading ⁷	66	\$140.55	\$3,241,642
Food	70	\$5,880.05	\$135,617,458
Food at Home	71	\$3,585.95	\$82,706,445
Bakery and Cereal Products	71	\$514.72	\$11,871,444
Meat, Poultry, Fish, and Eggs	73	\$955.13	\$22,029,171
Dairy Products	71	\$392.26	\$9,046,970
Fruit and Vegetables	68	\$593.99	\$13,699,749
Snacks and Other Food at Home ⁸	72	\$1,129.86	\$26,059,111
Food Away from Home	68	\$2,294.10	\$52,911,013
Alcoholic Beverages	63	\$391.09	\$9,019,988
Nonalcoholic Beverages at Home	74	\$320.80	\$7,399,030



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$805.02	\$18,567,084
Vehicle Loans	77	\$4,732.93	\$109,160,368
Health			
Nonprescription Drugs	76	\$93.03	\$2,145,638
Prescription Drugs	88	\$508.88	\$11,736,804
Eyeglasses and Contact Lenses	72	\$60.25	\$1,389,697
Home			
Mortgage Payment and Basics ⁹	62	\$5,395.83	\$124,449,408
Maintenance and Remodeling Services	64	\$1,254.69	\$28,938,278
Maintenance and Remodeling Materials ¹⁰	76	\$285.35	\$6,581,246
Utilities, Fuel, and Public Services	74	\$3,238.26	\$74,687,260
Household Furnishings and Equipment			
Household Textiles ¹¹	64	\$89.44	\$2,062,901
Furniture	62	\$395.30	\$9,117,259
Floor Coverings	60	\$53.88	\$1,242,609
Major Appliances ¹²	72	\$212.90	\$4,910,316
Housewares ¹³	64	\$67.04	\$1,546,304
Small Appliances	71	\$26.31	\$606,835
Luggage	56	\$5.81	\$134,096
Telephones and Accessories	61	\$28.86	\$665,694
Household Operations			
Child Care	55	\$232.42	\$5,360,498
Lawn and Garden ¹⁴	80	\$358.68	\$8,272,571
Moving/Storage/Freight Express	60	\$32.20	\$742,705
Housekeeping Supplies ¹⁵	73	\$566.87	\$13,074,267
Insurance			
Owners and Renters Insurance	77	\$369.64	\$8,525,323
Vehicle Insurance	71	\$1,044.12	\$24,081,590
Life/Other Insurance	75	\$478.61	\$11,038,686
Health Insurance	80	\$1,567.74	\$36,158,456
Personal Care Products ¹⁶	69	\$325.80	\$7,514,326
School Books and Supplies ¹⁷	66	\$79.82	\$1,840,978
Smoking Products	82	\$397.65	\$9,171,362
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$4,340.09	\$100,099,927
Gasoline and Motor Oil	77	\$1,558.64	\$35,948,479
Vehicle Maintenance and Repairs	69	\$733.65	\$16,920,907
Travel			
Airline Fares	57	\$232.33	\$5,358,438
Lodging on Trips	64	\$261.27	\$6,026,033
Auto/Truck/Van Rental on Trips	54	\$23.48	\$541,450
Food and Drink on Trips	65	\$306.52	\$7,069,498

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.